



Miami Valley Combined Federal Campaign

Keyworkers are KEY to campaign success!

Keyworker checklist...

What is CFC?

- Employee charitable giving campaign
- Donor selects charity/charities to which contribution is directed
 - * 20,000+ CFC-approved charities with local, national and international reach
 - * Charities provide programs and services for veterans, youth, elderly, homeless, hungry; organizations that benefit education, medical research, the arts, the environment and animal welfare
 - * Visit www.miamivalleycfc.org and follow “SEARCH CHARITIES” prompt
- How do I pledge?
 - * Payroll deduction (deducted each pay January – December 2017): electronic or paper pledge form
 - * Cash/check: one-time gift fulfilled when pledge made; paper form only
 - * Credit/debit card: one-time gift deducted when pledge made; electronic only
 - > visit www.miamivalleycfc.org and follow “PLEDGE ONLINE” prompt

Raise Awareness

- 100% contact
 - * Personally distribute Contribution Worksheets and/or paper pledge forms
 - * Make the ask and be certain to thank each prospective donor for his/her time
 - > CFC Loaned Executive and staff will gladly answer questions!
- Director staff meeting
 - * 4 minutes for charity representative (CFC office makes all arrangements!)
 - * 3 minutes for Keyworker to speak about CFC
- Host a “lunch and learn” (30 – 45 minutes)
 - * CFC makes all arrangements for charity representative(s) to attend
- Special Events
 - * Keep simple and streamlined; promote collegiality and inspire interest
 - * Include charities (CFC office makes all arrangements!)

Follow-up

- Thank each prospective donor (yes, again!)
- Submit paper pledges and Donor Appreciation requests to your agency’s campaign leadership team
- Distribute Donor Appreciation mementos, where applicable
 - * Indicated on paper pledges and Contribution Worksheets (from donors)

Please remember! Your CFC Loaned Executives and CFC staff are available to answer questions and provide assistance!

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Thank you!!